

# MARKETPLACE

• AT EL PASEO •



## NOW LEASING!

### SWC HERNDON & RIVERSIDE AVENUES • FRESNO, CA

**Burlington**

**TILLY'S**

**ON  
OLD NAVY**

**VS  
VICTORIA'S SECRET**

**REGAL  
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**HOBBY  
LOBBY**

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BREAD**

**FLOOR  
DECOR**

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CALIFORNIA**  
Commercial Real Estate Brokerage  
A Division of Pearson Realty

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# MARKETPLACE • AT EL PASEO •



High Visibility Freeway 99  
Pylon Signage



The distinctive exterior design of Marketplace at El Paseo offers aesthetic integrity while projecting the visual brands of the nation's most popular and successful retailers.



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**EAST ELEVATION LOOKING WEST**



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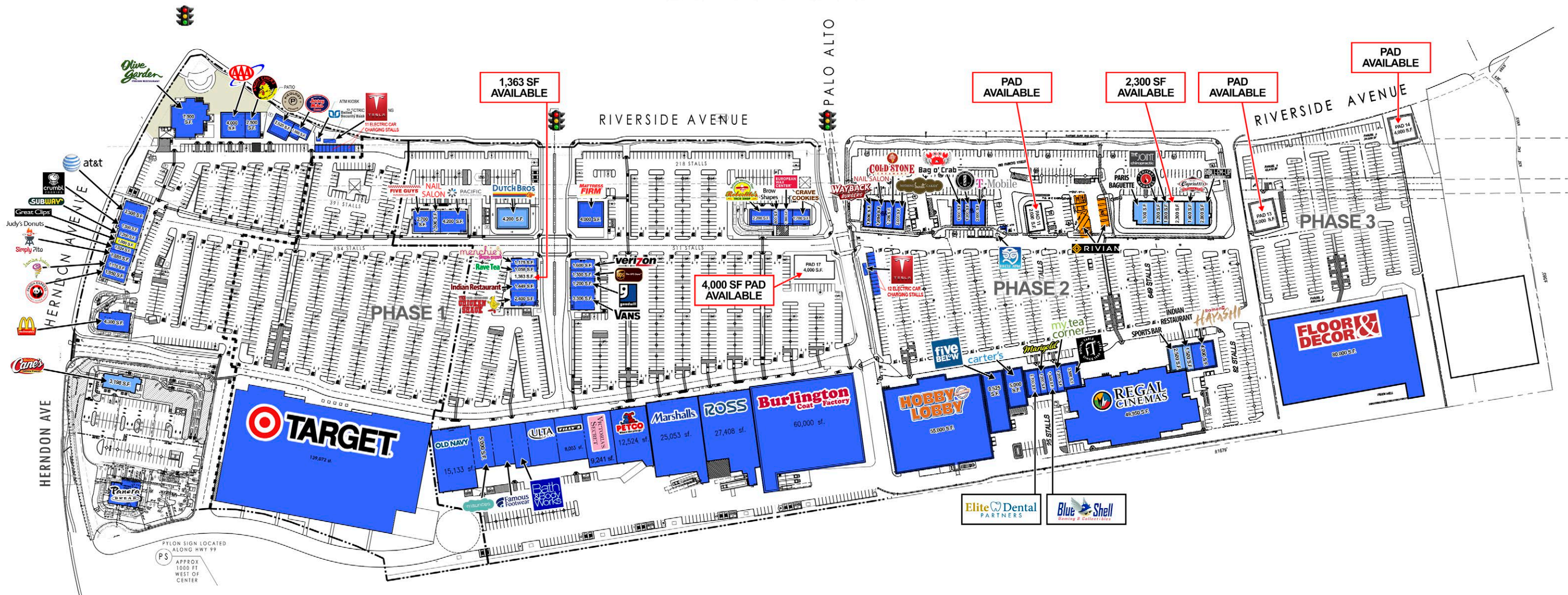
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Proposed Marketplace at El Paseo Site Plan & Tenant Lineup

# MARKETPLACE

• AT EL PASEO •



**LEGEND:**

- OPEN
- SIGNED LEASE
- LEASE NEGOTIATIONS
- LOI NEGOTIATIONS
- TENANT RESEARCH / MARKET ANALYSIS

PRELIMINARY SITE PLAN - PHASE 2

SWC RIVERSIDE AVENUE & HERNDON AVE., FRESNO, CA

## MARKETPLACE AT EL PASEO

**gryphon capital**  
500 South Sepulveda Blvd.  
Suite 304  
Manhattan Beach, CA 90266

**RICH DEVELOPMENT**  
600 N. Tustin Ave. # 150  
Santa Ana, CA. 92705  
T. (714) 835-3311

**NADEL**  
NADEL STUDIO ONE, INC.  
3050 PULLMAN STREET  
COSTA MESA, CA 92626  
T.714.540.5000 F.714.755.3013  
WWW.NADELARC.COM

ALL BUILDINGS, IMPROVEMENTS, THEIR OCCUPANTS AND THE USES AS SHOWN ON THIS PLAN ARE PRELIMINARY AND SUBJECT TO MODIFICATION AT THE OWNER'S DISCRETION WITHOUT NOTICE. THIS PRELIMINARY SITE PLAN IS BASED ON INFORMATION FURNISHED TO NADEL STUDIO ONE, INC. AND IS SUBJECT TO VERIFICATION BY LEGALS, SURVEYS AND GOVERNING AGENCIES ETC. THIS EXHIBIT IS NOT NECESSARILY A REPRESENTATION AS TO IDENTITY, TYPE, SIZE, LOCATION, TIMING OR OCCUPANCY OF ANY BUILDING WITHIN THIS CENTER.

**HERNDON AVE., LLC**  
600 N. Tustin Ave. # 150  
Santa Ana, CA. 92705  
T. (714) 835-3311



# THE MARKETPLACE AT EL PASEO

## Veterans Blvd Interchange

NOTE:  
PROJECT LOCATION IS WITHIN FRESNO  
COUNTY, CITY OF FRESNO



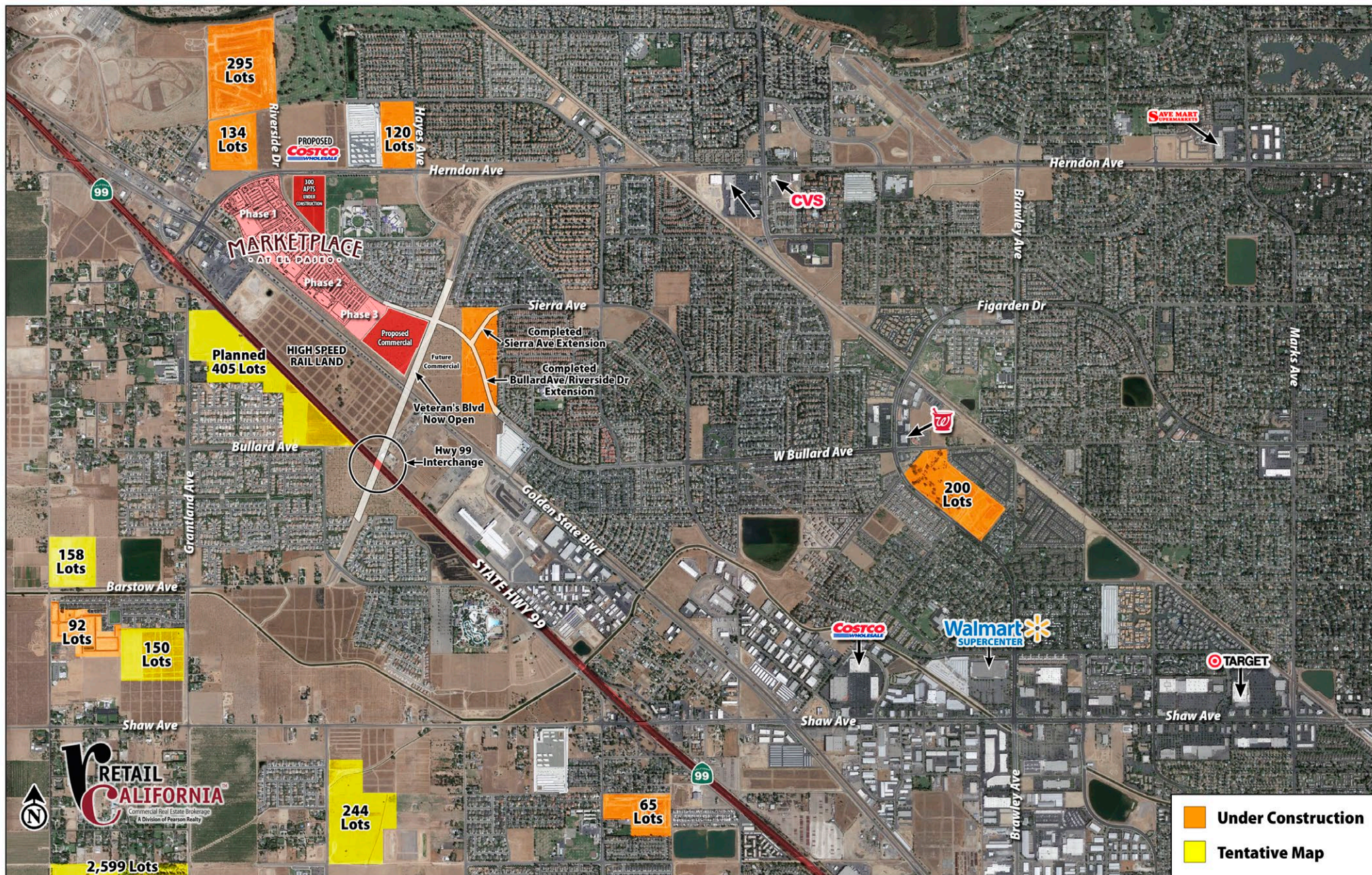


# OVERALL SITE PLAN





## Marketplace at El Paseo - Development, Circulation, & Subdivision Activity



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## Marketplace at El Paseo Under Construction Circulation Overview

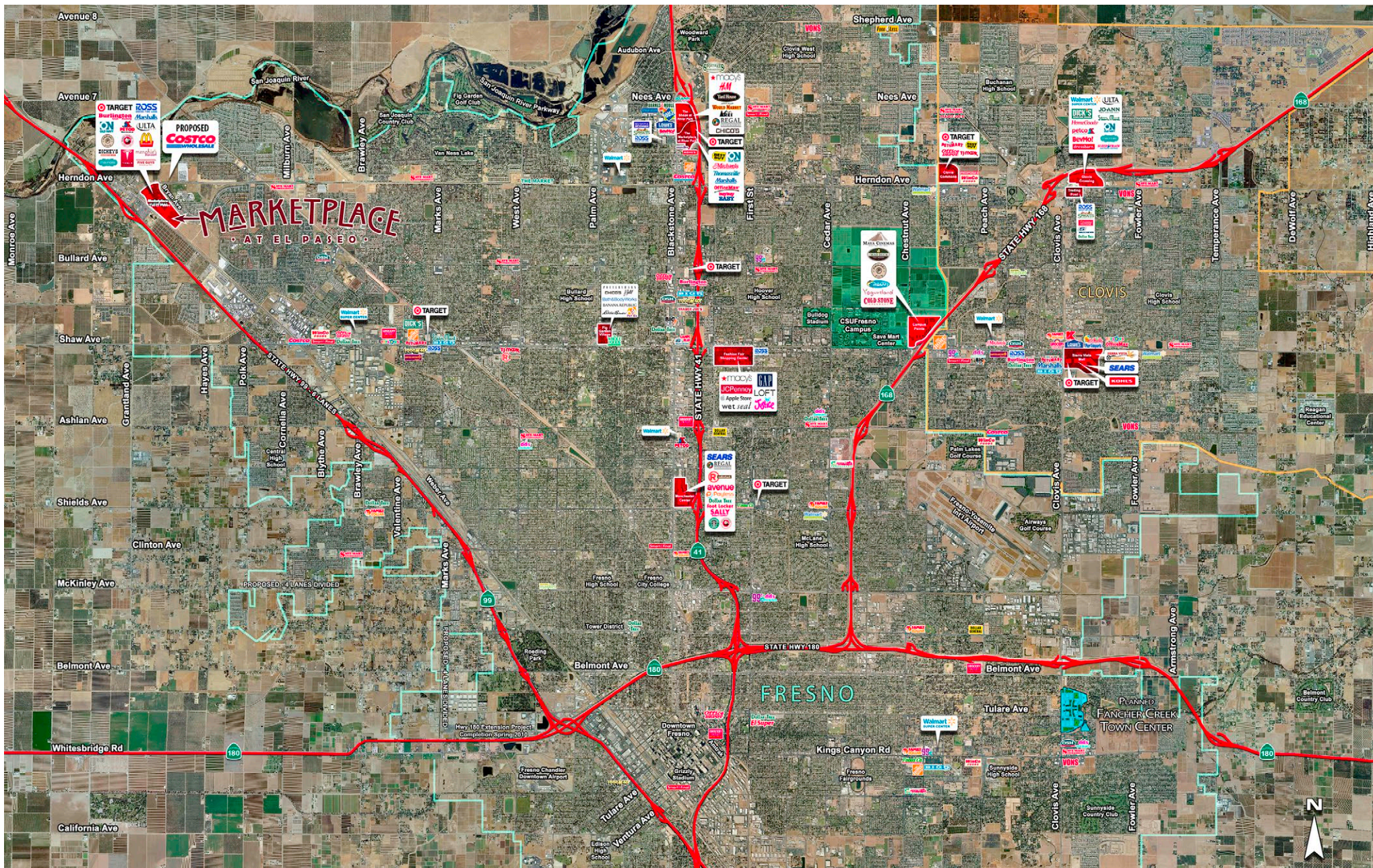


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## Fresno & Clovis, CA Area Retail Centers

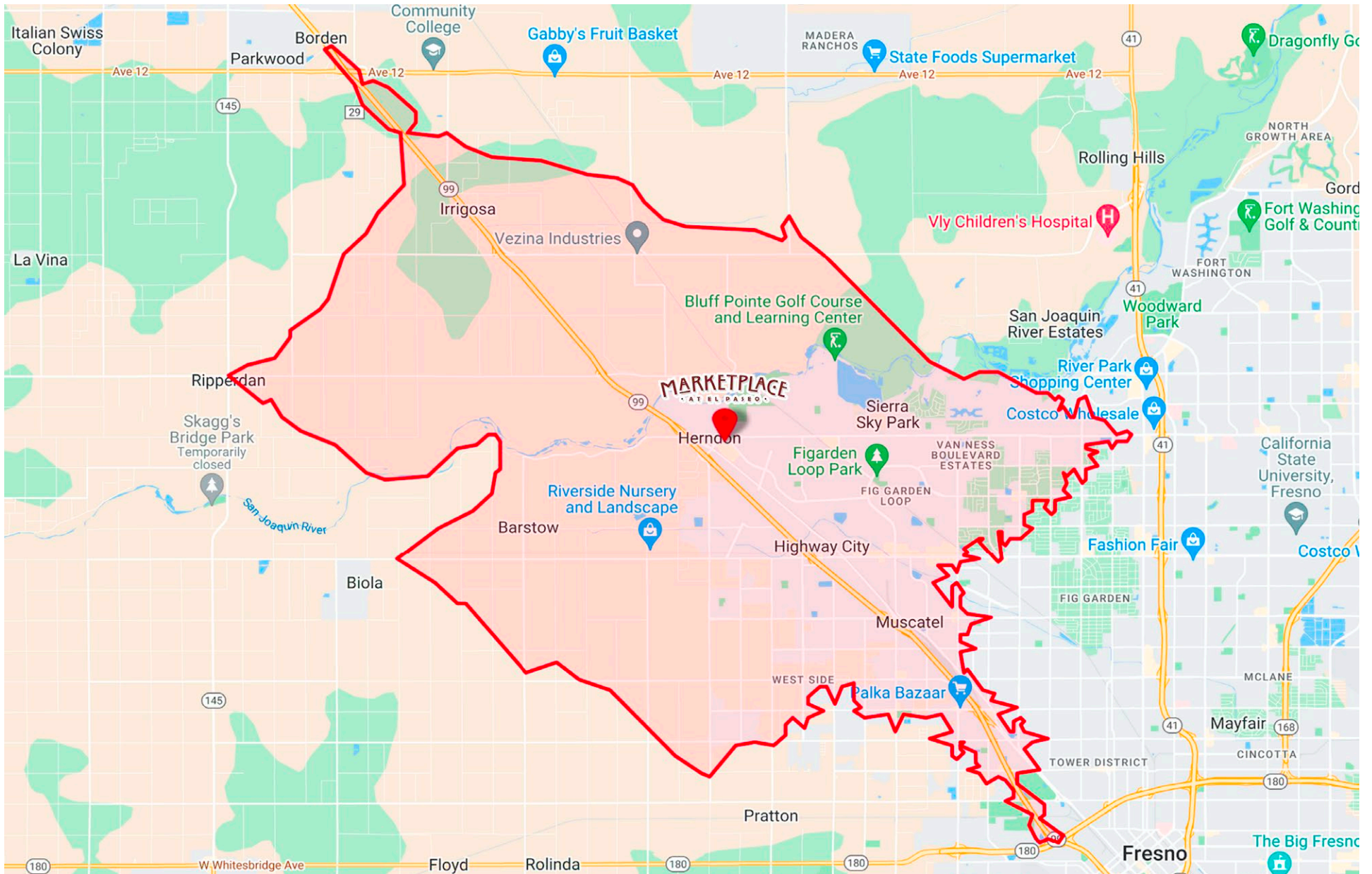


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## Marketplace at El Paseo 10-Minute Drivetime Trade Area




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# Marketplace at El Paseo 10-Minute Drivetime Trade Area

## Population Quick Facts


	<p align="center"><b>El Paseo Trade Area</b>  <b>Sitewise</b>  <b>Pop-Facts: Census Demographic Overview (Part 1)</b></p>
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Pop-Facts: Census Demographic Overview (Part 1)	El Paseo Trade Area	
<b>Population</b>		
2028 Projection	510,055	
2023 Estimate	500,125	
2020 Census	481,338	
2010 Census	468,142	
Growth 2023-2028	1.99%	
Growth 2020-2023	3.90%	
Growth 2010-2020	2.82%	
<b>2020 Population by Single-Classification Race</b>	<b>481,338</b>	
White Alone	238,326	49.51%
Black or African American Alone	27,827	5.78%
American Indian and Alaska Native Alone	15,968	3.32%
Asian Alone	39,440	8.19%
Native Hawaiian and Other Pacific Islander Alone	686	0.14%
Some Other Race Alone	172,785	35.90%
Two or More Races	80,881	16.80%
<b>2020 Population By Ethnicity</b>	<b>481,338</b>	
Not Hispanic or Latino	167,303	34.76%
Hispanic or Latino	314,036	65.24%
<b>2020 Hispanic or Latino by Single-Classification Race</b>	<b>314,036</b>	
White Alone	56,133	17.87%
Black or African American Alone	2,316	0.74%
American Indian and Alaska Native Alone	13,189	4.20%
Asian Alone	1,545	0.49%
Native Hawaiian and Other Pacific Islander Alone	193	0.06%
Some Other Race Alone	170,306	54.23%
Two or More Races	70,355	22.40%
<b>2010 Population by Sex</b>	<b>468,142</b>	
Male	232,868	49.74%
Female	235,274	50.26%
Male/Female Ratio	0.99	



# Marketplace at El Paseo 10-Minute Drivetime Trade Area

## Population Quick Facts

	<p align="center"><b>El Paseo Trade Area</b>  <b>Sitewise</b>  <b>Pop-Facts: Census Demographic Overview (Part 1)</b></p>
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Pop-Facts: Census Demographic Overview (Part 1)	El Paseo Trade Area	
<b>2010 Male Population by Age</b>	<b>232,868</b>	
Age 0 to 4	22,083	9.48%
Age 5 to 9	20,565	8.83%
Age 10 to 14	20,141	8.65%
Age 15 to 17	13,007	5.59%
Age 18 to 20	12,798	5.50%
Age 21 to 24	15,243	6.55%
Age 25 to 34	35,031	15.04%
Age 35 to 44	29,262	12.57%
Age 45 to 54	27,226	11.69%
Age 55 to 64	19,623	8.43%
Age 65 to 74	10,378	4.46%
Age 75 to 84	5,555	2.39%
Age 85 and over	1,957	0.84%
<b>2010 Median Age, Male</b>	<b>28.60</b>	
<b>2010 Female Population by Age</b>	<b>235,274</b>	
Age 0 to 4	21,085	8.96%
Age 5 to 9	19,814	8.42%
Age 10 to 14	19,245	8.18%
Age 15 to 17	11,963	5.08%
Age 18 to 20	11,482	4.88%
Age 21 to 24	14,544	6.18%
Age 25 to 34	35,576	15.12%
Age 35 to 44	30,287	12.87%
Age 45 to 54	28,221	11.99%
Age 55 to 64	20,623	8.77%
Age 65 to 74	11,700	4.97%
Age 75 to 84	7,456	3.17%
Age 85 and over	3,279	1.39%
<b>2010 Median Age, Female</b>	<b>30.48</b>	
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# Marketplace at El Paseo 10-Minute Drivetime Trade Area

## Population Quick Facts



**El Paseo Trade Area**  
**Sitewise**  
**Pop-Facts: Census Demographic Overview (Part 1)**

Pop-Facts: Census Demographic Overview (Part 1)	El Paseo Trade Area	
<b>2010 Population by Age</b>	<b>468,142</b>	
Age 0 to 4	43,168	9.22%
Age 5 to 9	40,379	8.63%
Age 10 to 14	39,386	8.41%
Age 15 to 17	24,970	5.33%
Age 18 to 20	24,279	5.19%
Age 21 to 24	29,787	6.36%
Age 25 to 34	70,606	15.08%
Age 35 to 44	59,549	12.72%
Age 45 to 54	55,447	11.84%
Age 55 to 64	40,245	8.60%
Age 65 to 74	22,078	4.72%
Age 75 to 84	13,011	2.78%
Age 85 and over	5,236	1.12%
Age 16 and over	337,077	72.00%
Age 18 and over	320,239	68.41%
Age 21 and over	295,959	63.22%
Age 65 and over	40,325	8.61%
<b>2010 Median Age</b>	<b>29.55</b>	



## Marketplace at El Paseo 10-Minute Drivetime Population Quick Facts



W Herndon Ave & N Riverside Dr, Fresno, CA 93722

Sitewise

Pop-Facts: Population Quick Facts

Pop-Facts: Population Quick Facts	W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
<b>Population</b>		
2028 Projection	124,171	
2023 Estimate	121,087	
2020 Census	119,876	
2010 Census	106,095	
Growth 2023-2028	2.55%	
Growth 2020-2023	1.01%	
Growth 2010-2020	12.99%	
<b>2023 Est. Population by Age</b>	<b>121,087</b>	
Age 0 to 4	8,170	6.75%
Age 5 to 9	8,666	7.16%
Age 10 to 14	9,125	7.54%
Age 15 to 17	5,254	4.34%
Age 18 to 20	4,759	3.93%
Age 21 to 24	6,320	5.22%
Age 25 to 34	18,083	14.93%
Age 35 to 44	15,946	13.17%
Age 45 to 54	13,660	11.28%
Age 55 to 64	13,524	11.17%
Age 65 to 74	10,611	8.76%
Age 75 to 84	5,200	4.29%
Age 85 and over	1,769	1.46%
Age 16 and over	93,401	77.14%
Age 18 and over	89,873	74.22%
Age 21 and over	85,114	70.29%
Age 65 and over	17,581	14.52%
<b>2023 Est. Median Age</b>	<b>35.11</b>	
<b>2023 Est. Average Age</b>	<b>37.21</b>	



## Marketplace at El Paseo 10-Minute Drivetime Population Quick Facts (cont.)



**W Herndon Ave & N Riverside Dr, Fresno, CA 93722**

**Sitewise**

**Pop-Facts: Population Quick Facts**

Pop-Facts: Population Quick Facts	W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
<b>2023 Est. Population by Single-Classification Race</b>	<b>121,087</b>	
White Alone	43,921	36.27%
Black or African American Alone	8,817	7.28%
American Indian and Alaska Native Alone	2,795	2.31%
Asian Alone	17,957	14.83%
Native Hawaiian and Other Pacific Islander Alone	360	0.30%
Some Other Race Alone	27,307	22.55%
Two or More Races	19,929	16.46%
<b>2023 Est. Population by Ethnicity (Hispanic or Latino)</b>	<b>121,087</b>	
Hispanic or Latino	55,763	46.05%
Not Hispanic or Latino	65,324	53.95%
<b>2023 Est. Population by Sex</b>	<b>121,087</b>	
Male	59,162	48.86%
Female	61,925	51.14%
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# Marketplace at El Paseo 10-Minute Drivetime Household Quick Facts



W Herndon Ave & N Riverside Dr, Fresno, CA 93722

Sitewise

Pop-Facts: Household Quick Facts

Pop-Facts: Household Quick Facts	W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
<b>Households</b>		
2028 Projection	41,523	
2023 Estimate	40,451	
2020 Census	39,963	
2010 Census	35,916	
Growth 2023-2028	2.65%	
Growth 2020-2023	1.22%	
Growth 2010-2020	11.27%	
<b>2023 Est. Households by Household Income</b>	<b>40,451</b>	
Income Less than \$15,000	3,144	7.77%
Income \$15,000 to \$24,999	2,451	6.06%
Income \$25,000 to \$34,999	2,575	6.37%
Income \$35,000 to \$49,999	5,049	12.48%
Income \$50,000 to \$74,999	7,699	19.03%
Income \$75,000 to \$99,999	5,548	13.72%
Income \$100,000 to \$124,999	4,327	10.70%
Income \$125,000 to \$149,999	3,142	7.77%
Income \$150,000 to \$199,999	2,948	7.29%
Income \$200,000 to \$249,999	1,633	4.04%
Income \$250,000 to \$499,999	1,340	3.31%
Income \$500,000 or more	596	1.47%
<b>2023 Est. Average Household Income</b>	<b>\$ 97,106</b>	
<b>2023 Est. Median Household Income</b>	<b>\$ 72,751</b>	
<b>2023 Median HH Inc. by Single-Classification Race</b>		
White Alone	\$ 73,651	
Black or African American Alone	\$ 71,177	
American Indian and Alaska Native Alone	\$ 66,308	
Asian Alone	\$ 67,992	
Native Hawaiian and Other Pacific Islander Alone	\$ 56,718	
Some Other Race Alone	\$ 69,585	
Two or More Races	\$ 87,931	
Hispanic or Latino	\$ 68,179	
Not Hispanic or Latino	\$ 76,072	
<b>2023 Est. Households by Household Type</b>	<b>40,451</b>	
Family Households	30,110	74.44%
Nonfamily Households	10,341	25.56%



## Marketplace at El Paseo 10-Minute Drivetime Household Quick Facts (cont.)



**W Herndon Ave & N Riverside Dr, Fresno, CA 93722**

**Sitewise**

**Pop-Facts: Household Quick Facts**

Pop-Facts: Household Quick Facts	W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
<b>2023 Est. Group Quarters Population</b>	<b>782</b>	
<b>2023 Est. Households by Household Size</b>	<b>40,451</b>	
1-person	8,470	20.94%
2-person	11,981	29.62%
3-person	6,883	17.02%
4-person	6,515	16.11%
5-person	3,627	8.97%
6-person	1,498	3.70%
7-or-more-person	1,477	3.65%
<b>2023 Est. Average Household Size</b>	<b>2.97</b>	

Pop-Facts: Household Quick Facts	W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
<b>2023 Est. HHs by Type by Presence of Own Children</b>	<b>30,110</b>	
Married-Couple Family, own children	9,960	33.08%
Married-Couple Family, no own children	11,186	37.15%
Male Householder, own children	1,468	4.88%
Male Householder, no own children	1,169	3.88%
Female Householder, own children	3,782	12.56%
Female Householder, no own children	2,545	8.45%
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## Marketplace at El Paseo 10-Minute Drivetime Population Quick Facts (cont.)



**W Herndon Ave & N Riverside Dr, Fresno, CA 93722**

**Sitewise**

**Pop-Facts: Household Quick Facts**

Pop-Facts: Household Quick Facts	W Herndon Ave & N Riverside Dr, Fresno, CA 93722 0-10 min	
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